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Coordinated Systems, Inc.

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A. Duie Pyle gains customer service advantage with Virtual Observer call recording system

Ongoing quest for logistics excellence now includes call center quality monitoring



East Hartford, CT

Founded in 1924, A. Duie Pyle's corporate capabilities have grown from a one-man, one-truck operation into a complete offering of transportation and logistics services throughout the Northeast United States. These services consist of Less-Than-Truckload (LTL), Truckload Transportation, integrated distribution solutions, contract and public Warehousing, pool distribution and assembly consolidation, and a host of other specialized services and equipment.

On-time performance of A. Duie Pyle exceeds 99% on all shipments delivered direct throughout the Northeast. Satellite communications provide complete in-transit visibility. Time-definitive delivery and specialized equipment (liftgates, curtain side trailers, heaters, etc.) are service features for which A. Duie Pyle is probably best known. The forward-thinking company reinforces customer service by providing drivers and dock handlers with an incentive-compensated program which measures objective and subjective variables of performance, including personal accountability for claims, safety, attention to detail, attendance, and productivity measurements. This has led to numerous quality-recognition awards from 1989 to the present, from companies such as Nalco Chemical, 3M, PPG, and Appleton. Recently, A. Duie Pyle was also voted #1 Northeast LTL Carrier by *Logistics Management* magazine readers.

"We're investing for the future," said Peter Latta, President and Chairman of A. Duie Pyle. "We have a great team and a reputation for high-reliability service. With our locations, facilities, and technologies, we can better serve customers following just-in-time practices. We will continue to build our tools and infrastructure so that we can continue to serve our customers well." Two members of the Pyle team, Jeannine Risley, Director of Customer Service, and Jim Dobson, Director of Information Technology, were able to discuss the technology initiatives which have been put in place to continue meeting quality objectives.

In describing the Pyle contact center, Risley stated that "Our objective is to continue to answer the highest percentage of calls within 20 seconds or less. At least 90% of our calls are getting answered within three rings to provide the highest level of customer service possible. Our focus is to be proactive in service, as opposed to the typical call center model where you wait for customers to identify a problem and call you. We make quite a few outbound calls to preempt the inbound calls that otherwise might come." As far as staffing, in 2003 Pyle had 21 people in the contact center and has since expanded to



two facilities with 50 people between the two.

"As we've grown, we've made quite a few technology investments to help us reach our goal. In 2000, we implemented an automatic call distribution system. We then brought in VizNetic for email management and investigated call recording and quality monitoring," Risley added.

When it came down to choosing a vendor for call recording and quality monitoring, Pyle selected CSI's Virtual Observer solution. "Price and functionality were the two main contributors. They were considerably less expensive than the solution offered by our PBX vendor. And they didn't just offer the call monitoring. They offered the call evaluation package as well. We really got more for our money. And they were very helpful before we even finalized the contract by customizing the evaluation forms and things like that so that we could have a true sense of what it would look like should we sign a contract with them," Dobson reported.

"It was more than just cost, though. They actually scheduled time with us, including all of our supervisors, so that we could go through a web demonstration and actually see how we could use it. Where Virtual Observer enables to deliver a quality experience to our customers is the way calls are always being monitored. We can go in and review them at our convenience. There's a call monitoring form that goes over everything, from the way that the call is opened to the conclusion and of course making sure that accurate and appropriate information is given in between. So, we want to make sure that we're answering the calls quickly and that once we answer them, that we're providing the highest level of service possible," added Risley.

When asked about whether or not she would be a reference for other potential companies in her industry, Risley replied "I would recommend Virtual Observer to other logistics companies because it's very easy to use. The price-point is obviously very competitive. Whenever we've had questions, the service we received was the same kind of service that we try to provide to our own customers. Naturally, we are very happy with that."

"We've seen a direct impact from Virtual Observer – in particular with customer service representatives who are following the proper procedure but may need work on their interpersonal relationship skills. Having the ability to play the calls back for the representatives to let them hear how they're actually coming across is really the only way to correct those things or improve them," she offered.

The quality supervisors at Pyle appreciate the ability to score calls when they want to, as opposed to having to listen live while a conversation is actually happening. The call center handles an average of 3,000 inbound calls a day, which gives them a wide number of calls to score. They also like having the ability to make changes to the schedule so that they can increase the numbers of calls to be reviewed for a specific person. "We have the flexibility to make those changes ourselves and we don't need an administrator to do it for us," Risley said. "We like that, too," Dobson added, speaking for the IT department.



“Virtual Observer makes us more efficient than when we were manually recording calls. We couldn’t get to such a broad base of people to monitor otherwise, Risley explained. “We not only use the system for Customer Service, but for our Account Receivable Group and Rates Group as well. At our Carteret, NJ, facility, we have a small group of people that perform what we would consider traditional Customer Service functions, even though they’re not part of the Customer Service department. They use the system, as do our corporate marketing and inside sales staffs, which use it to handle more than 1,000 outbound calls each month.”

The Customer Service department holds a bi-weekly meeting for the company to share recorded examples of actual situations that are presented to customer service representatives. Management gets to understand what the customer service representatives encounter, and how they handle the situations.

With a quality monitoring system in place, A. Duie Pyle feels it has set itself apart from other industry call centers. The dedication to quality assurance and customer service is unparalleled. Performance gains are being realized, and more quality awards are sure to be won. Investing for the future seems to have paid off for A. Duie Pyle.

About A. Duie Pyle

Headquartered in West Chester, PA, A. Duie Pyle is the Northeast's premier transportation and logistics provider, with extended service coverage into the Southeast, Midwest, and Canada. A family-owned and operated business for 85 years, the company provides a complete range of transportation and distribution services. “Pyle People Deliver” is its corporate promise to customers that outstanding service will always be its first and foremost mission. A. Duie Pyle operates 16 Service Centers, strategically located throughout the region. Pyle's resources include 835 trucks; more than two million square feet of public and contract warehousing and distribution space; and a wide range of specialized equipment. For more information please visit www.aduiepyle.com.

About Coordinated Systems, Inc. and Virtual Observer

Established in 1972, Coordinated Systems, Inc., has consistently evolved its call recording solutions over time, and our business has thrived on building high-quality, long-term relationships with customers and partners. CSI's flagship product, Virtual Observer (VO), is a call recording and quality assurance solution for call centers. VO provides an extremely high value to price and along with tremendous customer satisfaction. For information, visit www.csiworld.com.



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